

THE CANADIAN

COIN BOX & VENDING



ROMEO LANIER



EDOUARD LANIER

"THE MILLION DOLLARS MEN"

**IN THIS
ISSUE**

"DALE GUN BIG MONEY MAKER"

Says Operators

ALBERT CLAVIR REPORTS

on Western Canada

FEB. '50

A MONTHLY PUBLICATION FOR THE CANADIAN AMUSEMENT OPERATOR

The Biggest **SALE** on **PIN BALL GLASSES**

Per Case of 15 Glasses **\$2.75** each

*Operators be ready for **SPRING**
make your Choice **NOW** on the
following **PIN BALL MACHINES***

Amber	\$190.00
Baffle Card	190.00
Ballyhoo	300.00
Baseball	300.00
Big League	190.00
Bowling League	300.00
Carousal	290.00
Coed	300.00
Crossfire	275.00
Cyclone	290.00
Double Barrel	150.00
Dynamite	225.00
Flamingo	325.00
Gold Ball	325.00
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Hawaii	325.00
Hi Ride	325.00
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Play Boy	275.00
Rocket	280.00
Shooting Stars	150.00
Show Girl	225.00
Silver Streak	300.00
Smarty	225.00
Smoky	275.00
Spellbound	210.00
Stage Door Canteen	175.00
Step Up	190.00
Superliner	225.00
Superscore	240.00
Suspense	210.00
Tornado	275.00
Torchy	300.00

All those games are technically overhauled and the cabinet is in top shape.

Bureau Office WE 1124
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1807-15 Quest Rue
Notre Dame.



Montreal 3,
Canada

Western Hospitality . .

By ALBERT CTAVIR

TOO many of us know TOO little about our great Western Country and its people. Having just returned from my second trip to the West, only to Edmonton this time, I have become more and more impressed with the territory and its people, especially the Coin Machine Operator. I mention the Coin Machine Operator in particular, as it was with him I spent most of my time, and the one I was most interested in. Their congeniality and hospitality was most stupendous. The operator's wife is a most amazing person. She tries, invariably, to live the business life of her husband. She talks the coin machine language. She has a personality that is so outstanding, a visitor need not wait too long before being impressed to the N'th edgree. Let me, if you will, give you a few striking examples of Western Friendship.

While in Lethbridge, Alberta, I called up Mr. Clarke of the Foothills Music Company, about nine o'clock in the evening, and informed him that Mr. "BILL" Fielding and I were in town. I hardly had time to hang up the receiver and we were ushered into a very fine home, where the Clarkes live. We were received by two very gracious people, Mr. and Mrs. Clarke. After an all around chat by the four of us we were well fed, and back in our hotel room, in the wee hours of the morning.

Our visit to Calgary took up more of our time. I was sorry to learn of Mr. Morrow's illness, but was very happy that I was able to speak to him and wish him a very speedy recovery. I spent a great deal of time in the presence of Nick Perry and his charming wife. It was very refreshing to the mind to be in their company after a very busy day on the Coin Machine Front. Hugh Louis and George Chow, we found to be energetic and enterprising young men. I predict they will go far in the coin machine field.

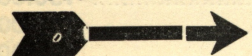
We next pushed on to Edmonton, Alberta, where we experienced that 48 below zero day. Notwithstanding the coldness of the air, we experienced a warmth, in the presence of Jim Louis, that is hard to find in many places throughout the length and breadth of the continent. We not only exchanged opinions and recommendations, but we were well wine and dined. I was greatly impressed by the ability of Mr. D. R. Hardy. His method to success is positively fool-proof and assured. I had a very pleasant time, filled with informative topics imperative to the coin machine business, with Messrs. Schwerman, Bob Louis and Robert Mah. Those operators whom I did not contact —was because they were unavoidably absent.

(continued on Page 15)

Contact . . .

VAN DUSEN BROS.

FOR Anything You Need in
COIN OPERATED EQUIPMENT

The Name **"VAN DUSEN"** is your Guarantee of
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ALBERTA

PHONE 22505

"IF IT'S COIN
OPERATED
WE HAVE IT"

COIN BOX

FEBRUARY 1950

Vol. 2 — No. 21

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BY EDDIE SARGENT

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RATES ON REQUEST

Editorial

By a Leading Personality
in the Industry

EDOUARD and ROMEO LANIEL THE MILLION-DOLLAR MEN

After 25 years of work in different businesses, including 15 years in Pin Ball Industries, the Laniels have employed their minds as well as their hands to create a more attractive centre, along both physical and commercial ways.

Many times they have risked, but at the same time they have hoped as well! . . . I really think those have been the two factors that have led their way to success.

Not satisfied with those risks, they will now try to solve one of the greatest problems of the hour — I mean the Housing Question! They have already started on the construction of 29 apartment houses, including 232 apartments. Each one will have from three to five rooms. This construction development is being built at Montreal West, just in front of the Elmhurst Dairy. We expect those houses to be ready for next fall. Now, don't you get the idea I mean "To Risk" rooms!

All this is to prove to you what co-operation means in business. Probably, if Mr. Romeo and Mr. Edouard had been working all alone, they certainly would not have risked so much! . . . Now, you see the nice results they got.

But the best part of the story is that they are not only contenting themselves, but they are helping our population a great deal.

I will conclude by quoting the answer a Greek emperor received from his subjects when he asked them what they were expecting from him:

"Give us bread, houses, and GAMES, and we will be happy!"

Now, to speak in a financial way: A GREEK IN BUSINESS IS WORTH 10 JEWS; so (good advice), be careful the next time you drop into their offices.

LANIEL AMUSEMENT INC.

5 BALL FREE PLAY GAMES

Marines at Play Flip	\$ 99.50
Scoop	49.50
Triumph	195.00
Mascot	69.50
Cyclone	299.50
Baffle Card	250.00
Snappy Flip	69.50
Double Barrel	199.50
Superliner	\$199.50
Crossline	49.50
Horoscope	75.00
School Days	99.50
Gun Club	59.50
Yacht Club	59.50
Step Up	199.50
Big Hit	159.50

ARCADE

Batting Practise	\$299.50
Chicken Sam	150.00
Shoot the Bull	125.00
Submarine	125.00
High Scales	99.50
8' Shuffle Board	175.00
5-10-25 ct. Slots Mills	Write
Goalee	399.50

Atlas Music Company

Exclusive Wurlitzer Dealers

891 Bank Street

Phone 4-7833

OTTAWA, ONTARIO

SPECIALS

Wico Thumper Bumpers.	\$3.95
Exhibit Explosion Bumpers	3.95
Rectifiers—Genco Games	4.95
A.B.T. Coin Chutes.....	3.95
Permo Point, Pfanstiel....	.47
Miracle Point, Cole.....	.40
1 Fleet, F.P.....	119.00
Sling-Shot Bumpers	2.95
Time Clocks	1.95
Slow Blow Fuses 3/10,	
4/10, 1/2, 2, amp.....	.23

ADAPTERS, WALL BOXES, SPEAKERS, ETC.

Canada's Largest Supply of Adaptors and Remote Control Accessories for every Phonograph. Write for any type not listed here.

New Packard Adaptor for	
Twin 12 Rockola	\$ 67.50
Rockola 12	49.50
Seeburg	57.50
Mills Throne and Empress	49.50
Wurlitzer Twin 16	69.50
Wurlitzer Twin 12	59.50
Wurlitzer 616	49.50
Wurlitzer 412	49.50
A.M.I. Adaptors	49.50
Wurlitzer Adaptors for All Models Wurlitzer....	57.50
Keeney 4-wire Wall Boxes	5.95
Wurlitzer Used, 30-wire	19.50
Rockola 1530, Like New	55.00
Seeburg Adaptors, All Models	49.50
Wurlitzer, 3-wire — 5-10-25c	24.50
Fantasy Lite Up Speaker	19.50
Drum Major Lite Up Speaker	21.50
Buckley 20 and 24 Record	12.50
Buckley Silver and Gold 20-24-32 Rec., Lite Up	19.50
Solotone Boxes, Used — 5c and 10c	19.50
Wurlitzer 100, New, 30-wire	35.00
Solotone Location Amplifier, New	79.50
Solotone Location Amplifier, Used	49.50
Aluminum Speaker Baffles	Write
Wurl. 580 Speaker and Remote Selector.....	125.00

PARTS AND SUPPLIES

A.M.I. Coin Assembly	\$ 21.50
Speaker Boxes, natural or painted any color.	
Specify	10.95
Plastics for all Model Phonos	Write
Berman Pin Game Lift Shop Truck on Wheels	89.95
Wurlitzer Main Fibre Gears	2.95
25-Cycle Gears, All Phonos	5.00
60-Cycle Motors for All Phonographs	34.50
25-Cycle Motors for All Phonographs	34.50
30-Wire Cable, rat- and waterproof, per foot	.30
Wurlitzer Genuine Crystal Conversion Pick Up for Models 800, 750, 700, 1015	10.95
Wurlitzer Complete Tone Arm and Pickup, New Needle (Any Model)	4.95
Title Strips, per 100	1.00
per 1,000	8.50

PENNY GAMES

Kicker & Katcher.....	\$ 39.50
Pikes Peak	39.50
Target Skill	35.00
Peanut Vendors	9.50
Bingo	24.50
Pitchem	29.50
Card Vendor	25.00
Pop Up	34.50
Electric Grip	35.00
Best Hand	29.50
Mike & Jake	35.00
Bat a Ball.....	49.50
Try Your Skill.....	49.50

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COMPARE THESE PRICES
BUY WITH CONFIDENCE

25 - 60-Cycle Transformers for Any Phono-graph or Pin Game	Write
Pfanstiel Permo Point	.47
Miracle Point, Bennett, Cole.....	.40

MANY OTHER PARTS — WRITE TO SAVE MONEY

ARCADE

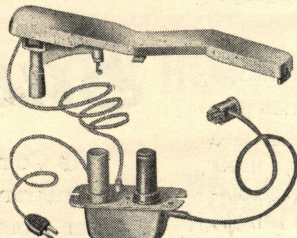
Electric Shocker — 1c	\$ 44.50
Gottlieb Grip Scale	39.50
A.B.T. Target Skill	39.50
Exhibit Card Vendor	49.50
Mutoscope Sky Fighter	275.00
Mutoscope Post-War Photomatic, Like New....	1,850.00
(Plenty of Supplies Free)	
Mutoscope Punching Bag, Fl. Sample	295.00
Mutoscope Atomic Bomber	450.00
Blow Ball	75.00
Western Baseball De Luxe	175.00
Whizz Free Play with Stand	65.00
Hockey Super Speed, Brand New, 2 Players — 5c Play	149.50
Keeney Air Raider Gun	89.50
Keeney Shoot Your Way to Tokyo	149.50
Shuffleboard	179.50
Metal Typer	495.00

MISCELLANEOUS

Jumbo Parade Free Play	\$ 72.50
Shoe Shine Machines — 5c or 10c Play	295.00
Converter — 32-Volt DC, 110-Volt AC	49.50
Converter — 110-Volt DC, 110-Volt AC	79.50
Used Automatic Pop Corn and Peanut Machine. Not Coin Operated	295.00
Star Pop Corn Machine. Not Coin Operated....	375.00
New Metal Hideaway Cabinets.....	59.50
A.M.I. Mechanism	149.50

LIGHTWEIGHT PICK-UPS

For All Wurlitzers and Seeburgs
Perfect Tone — Easy on Records



Nothing to Change — Just Plug It In
15,000 Plays per Needle
2,000 Plays per Record

Jacobs Replacement Tone Arm for All Model Wurlitzers—	
Model W-10	\$ 17.50
Model W-25	21.50
Jacobs Replacement Tone Arm for Seeburgs—	
With Trip.—	
Model S-10	27.50
Model S-20	27.50
Electric Trips for All Model Seeburg and Wurlitzers	7.50
Needles for Jacobs Arms—15,000 Plays.....	.75

WANTED TO BUY

Wurlitzers 1015, 1017, 1100
Seeburgs 146, 147, 148

Hideaways
Post War Wall Boxes

And Pin Games
State Quantity and Price

PHONOGRAPHS

24 Wurlitzer	\$325.00
600 Wurlitzer	375.00
500 Wurlitzer	375.00
800 Wurlitzer	500.00
750E Wurlitzer	530.00
850-1942 Wurlitzer	575.00
950-1942 Wurlitzer	575.00
780 Colonial Wurlitzer	600.00
Seeburg Hi Tone	425.00
Seeburg Lo Tone	475.00
Rockola Rhythm Master	200.00
Rockola Windsor	275.00
Rockola Monarch	275.00
Rockola Standard	350.00
Rockola De Luxe	425.00
Rockola Super Master	450.00
Rockola 1422	725.00

COMPLETE HIDEAWAYS

With Adaptors, Amplifiers, Remote Volume Control, Star, Electric Cancel.

Rockola	275.00
Wurlitzer	425.00
Seeburg	350.00

ONE-BALL

Fairground 4-Coin Multiple	\$225.00
Arlington	175.00
Lite-A-Pair	150.00
Flying High	150.00
Cocktail Hour	125.00
Sport Special F.P.	350.00
Dark Horse F.P.	375.00
Record Time F.P.	375.00
Ak-Sar-Ben, 6 Multiple Pay Out	275.00
Skunk Pay Out	110.00
Credit Pay Out	150.00
Preakness Pay Out	175.00

FIVE-BALL GAMES

Attention	85.00
Border Town	75.00
Bounty	\$ 40.00
Bowling Alley	110.00
Broadcast	125.00
Chubby	60.00
Congo 1 or 5 Ball	85.00
Double Barrel	225.00
Drum Major	90.00
Fantasy	65.00
Four Roses	125.00
Landslide	75.00
Lite-A-Card	125.00
Mascot	95.00
New Champ	95.00
Oscar	325.00
Paradise	125.00
Punch	110.00
Seven-Up	125.00
Sport Parade	110.00
Spot-cha	175.00
Strato-Liner	110.00
Whizz — Free Play	65.00
Supercharger	50.00
Roxy	50.00

NOTICE: WRITE FOR ANYTHING YOU REQUIRE THAT IS NOT LISTED HERE

ALL prices subject to change without notice.

TERMS—1/3 down, balance on delivery; or—Use our time payment plan of 1/3 down and balance in 3 to 24 months.

ST. THOMAS COIN SALES LTD.

Phone 2648

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Wurlitzer Announcement Dates

PLANS NATION-WIDE DISPLAY OF NEW MODEL FEBRUARY 12 AND 13

Ending the past several weeks of speculation within the music industry, the Rudolph Wurlitzer Company of North Tonawanda, has chosen the dates of Sunday, February 12 and Monday, February 13 as National Wurlitzer Days for 1950. This announcement was made by telegram to Wurlitzer distributor offices throughout the country by Ed Wurgler, general sales manager of the Wurlitzer Phonograph Division. The industry has been anxiously awaiting a definite date upon which the new Wurlitzer would be shown since mid November, when Wurlitzer distributors were invited to the North Tonawanda plant for a pre-showing of the phonograph which would be offered the market in 1950. Considerable conjecture has been heard throughout the music industry since that time and rumors of the features of the new machine and its capabilities have indicated that the phonograph will be the finest yet produced by the Wurlitzer Company. Ed Wurgler offers the following information concerning the new model: "The Wurlitzer 1250 is the greatest phonograph of all time—it has unprecedented eye appeal, play appeal and earning power—it is priced and designed for today's market. It incorporates new advanced styling, new money-making features and will safeguard you against obsolescence. In the 1250 you will find features offered in no other automatic phonograph. When you see the new Wurlitzer, you will agree it is the one phonograph you can buy with confidence for the future."

With the announcement of Wurlitzer Days, much activity is being evinced in forty-two Wurlitzer distributors' showrooms throughout the United States. All are planning open-house and are inviting operators, their families and their servicemen to join in the festive showing of the new Wurlitzer. Showings throughout the length and breadth of the United States will be simultaneous. A change from previous Wurlitzer Day dates will be noted in the selection of Sunday, February 12 and Monday, February 13, 1950. In explaining this decision, Mr. Wurgler said, "Heretofore, we have had our showings on Saturday and Sunday but after carefully analyzing the habits and practices of the phonograph operators, we think that Sunday and Monday are better days. The operators are still busy on Saturday taking care of their business and Friday and Saturday nights are usually two of the best nights in the week for phonograph play. Sunday is more free for the operator, his family and his route and servicemen. Monday is the day that most operators set aside for the purchase of their records and is a less important day from the standpoint of phonograph play. Taking all these factors into consideration, we have chosen Sunday and Monday with the idea of making it more convenient for the operators to come and see our new model and join with our distributors in the celebration of Wurlitzer Days."

For Sale

**Amusement Arcade
EQUIPMENT and BUILDING**
Consisting of approx. 30 - 5c Legal
amusement devices, and 30-1c Legal
amusement devices.

Situated at
CANAL PARK, Burlington Beach, Ont.
All equipment modern and in A1
condition. No obsolete junk.
CASH PRICE \$15,000.00

For further information Write-

RAY HEXEMER

1809-24 Ave., N.W.

Calgary, Alta.

Subscriptions

As Coin Operators know, the Canadian Coin Box has been running in the red for the past two years since the border closed down. Our faith in the Coin Machine Industry and in such a publication is the reason for our continuing to operate but we must have your help.

Our subscription is only \$3.00 a year or for every 12 issues. Next week we will be invoicing all the subscribers and ask you kindly to mail your subscriptions in. Everyone is in business to make money, and we cannot expect to get something for nothing.

Your Editor doesn't for one minute think that the readers of this magazine wish to receive it for nothing, and knows that if you think of it you will mail your subscription in.

Once again we sincerely ask you to acknowledge the invoice by sending us your subscription for 1950.

Thanks fellows!

Eddie.

SPECIAL SALES

WITH A

NEW ORGANIZATION

5 BALL FREE PLAY PIN GAMES

Show Boat	\$ 50.00	Step Up	250.00
Zig Zag with Flippers	55.00	Show Girl	250.00
Capitaine Kidd with Flippers	75.00	Vanities	250.00
Knock Out with Flippers	75.00	Dynamite	250.00
Strip Tease	175.00	Sea Isle	275.00
Stage Door Canteen	175.00	Cross Fire	275.00
Big Parade Tippers and Thumper-Bumper	175.00	Smoky	275.00
Spellbound	200.00	Mystery	275.00
Super Liner	200.00	Elmer	300.00
Rocket	250.00	Hawaii	325.00
Maisie	250.00	Cover Girl	375.00
		Monterry	400.00

10 SEA BREEZE Pin Games manufactured by North Star Co. of Montreal
Slightly Used at the Cost of \$325.00 each or in exchange of Post War Tables.

CHICAGO COIN HOCKEY \$150.00

SILVER KING PEANUT MACHINES or BALL GUM

OPERATORS' PRICE **\$12.50**

PUNCH BOARDS per Quantity of 24 or more — 50% Discount Plus 10%.

Brand New Hide Way Rock-Ola \$650.00
50 Packard Wall Box 50.00

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Around the Town and Country

By Art Lipton of the
SIEGEL DIST. CO. LTD.

Exclusive Distributors for the Rudolph Wurlitzers in Canada

Well, it's been quite a while since I had the time to bang out this column as we have been very busy for Juke ops, bringing out a new line of Mercury Records in Canada; they are the only unbreakable records available and believe me the ops are responding very good. Mercury Records have been very fortunate in having three very popular hits in a row and their Mule Train appeared in every good Juke.

Was out West in Calgary and saw Nick Perry. Say, that boy has a terrific operation and he handles it himself. Dropped in to see my good friend, Sam Portigal, of Regina, but he was out, no doubt placing some Mercury Records on some of his machines. Mercury records will be available in all provinces after the first of February and the ops will be able to get much faster than other record companies have been able to give them. Leon Perry says that business in and around Saskatoon is holding up very well. Saw Vossberg and he said, "Like them Mercury Records very much" . . . bully for you. . . . Just had to drop in and see Marty Morosnick in Winnipeg and collect my hat, that will teach you Marty not to bet on the West in the next football game . . . good hat too. . . . It looks like the embargo may not come off for some time yet and . . . Siegel still has a few 1100 available. . . . Changing from the West to the East, Sam Schwartz in Montreal is grooming his young son who is incidentally the apple of his eye to take over his territory as soon as he can . . . the son is about two years old . . . but in Montreal they grow fast . . . good luck, Sam. . . . Louis Faust reports that if snow don't come soon he will go away to Florida with lovely wife and family. . . . Montpetit Amusement are happy to welcome back Mrs. Montpetit, who just returned from a trip to France and the continent. . . . I wish I was operating, I can't even go to France. . . . Was down to

WANTED

THE BEST TWO MECHANICS IN CANADA

With General Coin Machine Experience and some knowledge of Arcade Equipment. Absolute honesty essential. Can't use floaters, drinkers, chain smokers. Real wages to producers.

Write Box 61

Canadian Coin Box

Owen Sound, Ontario

SHUFFLEBOARDS

DISTRIBUTORS WANTED

8 Ft. Rebound Model, Distributor's price \$149.50
15 Ft. Model, Distributor's Price.....\$239.50

COIN RADIOS \$61.75

Attractive 1950 Console Floor Models.

New Basketball Machine

\$64.95 (new price)

Sensational Penny Catcher. You'll have to weigh the pennies instead of counting them.

For Sale A route in Vancouver of 20 locations
— All with Packard Boxes.

Allan Pullmer

30 Buckingham Apts. Winnipeg, Man.

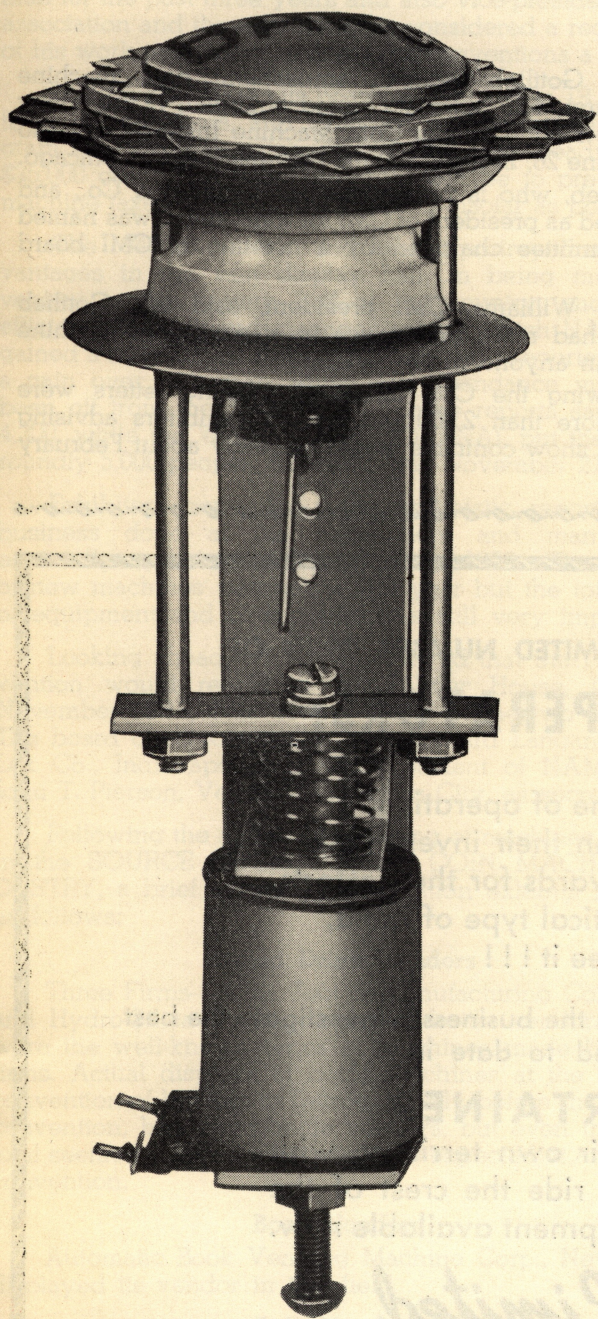
Halifax and said hello to the boys of the Coney Island Amusement still getting over the New Years. . . . The following are the places where the ops will be able to pick up their records after February 1st—Halifax and St. John at the Maritime Accessories Ltd., who will service the complete Maritimes. . . . Montreal—the Siegel Dist. Office at 853 Notre Dame W., our genial Manager, Charlie Nault, will be there to welcome you and look after your needs. . . . At Winnipeg—the Allan Lyon Co., 56 Albert St., Dave Hochman. . . . In Saskatoon, Larry Peaker of the Peaker Radio Supplies. . . . In Calgary and Edmonton—Motor Car Supply . . . all these branches will carry a complete stock of all Mercury Records and right up to date, too. . . . So operators let's all drop in and get acquainted as soon as possible. . . . In Vancouver the ever robust Johnny Hamilton is waiting to see you all . . . and of course in Toronto there is yours truly at 477 Yonge St. . . . So let's all pitch in and see that Mercury Records are on all your machines — we will give you the same service that we gave on Wurlitzer. . . . Look on another page for the most up-to-date releases on Mercury.

See you all next month. . . .

There's Plenty of Kick Left In Your Old Games

When You Install

THUMPER BUMPERS



FITS IN PLACES OF
OLD BUMPER FOR
ANY MAKE OR
MODEL PIN GAME

- New 16 point Daisy cap
- Adjustable kicker stroke
- Easily—quickly installed
- No extra parts to buy
- Bumper lights up—socket and bulb furnished
- Kicks ball from any angle

Complete Thumper Bumper only **\$2.25**

No. 20 For Williams & Bally

No. 21 For Gottlieb, United,

Exhibit & Keeney

No. 22 For Chicago.

SPECIAL QUANTITY PRICE FOR DISTRIBUTORS

TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS. U.S.A.
Tel. Liberty 2-9480

C.M.I. Coin Machine Show

Nearly 25 per cent of the show space for Coin Machine Institute's coin machine show at the Stevens Hotel June 26, 27 and 28 has already been applied for, it was announced by Dave Gottlieb, CMI show committee chairman.

"First response to CMI's letter notifying prospective exhibitors that contracts would be ready by February 1, has brought by post cards, requests for nearly one-quarter of the space in huge exhibition hall at the Stevens," Gottlieb said.

"This is a tremendous first demand, since it must be remembered that the show space at the Stevens is the largest ever set aside for a national coin machine show.

"We are also impressed," Gottlieb added, "that many requests are coming from firms which preferred in the past not to exhibit at CMI's shows under former conditions."

Gottlieb also noted that Chicago's new Lake Front Fair, which will show a cross section of working exhibits of Chicago industry, will be opened about the time of CMI's show.

"This will enable visitors to CMI show," he stressed, "to see the greatest trade fair in the United States while

visiting CMI show. The Lake Front Fair is being staged by the same enterprising and imaginative group that put on the Railroad Fair, which broke all records for attendance.

"CMI show, besides being the largest in its history, will also stress activities for wives and kids since operators when voting 10 to 1 for the late June show date, said they would bring the wives and kids as part of their vacation plans."

Dave Gottlieb, veteran amusement coin machine manufacturer, has been appointed chairman of the show committee for the annual Coin Machine Institute show to be held June 26, 27 and 28 at the Stevens Hotel in Chicago.

Gottlieb, who is president of D. Gottlieb & Co., and who served as president of CMI for nine years, was named show committee chairman by a meeting of CMI board members.

Harry Williams, CMI president, said that Gottlieb probably had more experience in staging coin machine shows than anyone in the industry.

Following the CMI directors' meeting letters were sent to more than 2,000 prospective exhibitors advising them CMI show contracts would be ready about February 1st.

Wanted Immediately A LIMITED NUMBER ONLY OF WESTERN ONTARIO OPERATORS:

Men who know the operating business,
Men who succeeded in one or the other line of operating,
Men who are looking for better returns on their investment,
Men who feel entitled to more liberal rewards for their efforts,
Men who are critical, who have an analytical type of mind,
Men who know a good thing when they see it !!!

The purpose of this Ad. is an invitation to the best men in the business to investigate the best operating proposition the industry has produced to date in

THE MASTER ENTERTAINER

I will show these men personally, in their own territory, with equipment which I carry, how they will ride the crest of the wave in 1950, 1951, 1952, 1953 with equipment available now.

Melody Lane Limited

Eric Liebman, Pres.
12 Baby Point Road, Toronto 9

Review of the Nama Show at Chicago

By Walter Hurd

ATLANTIC CITY—The National Automatic Merchandising Association, in the third annual convention and exhibit sponsored by the organization for the automatic merchandising trade, elected George M. Seedman to the presidency of NAMA. He was general convention chairman for the past three years and also vice-president of the association and the new honor is considered a recognition of his work in helping to make the conventions a success.

NAMA also raised its board of directors to 19, electing five new members, and launched a new legislative program for 1950 with some \$20,000 pledged already on the \$35,000 goal. The main objective will be to prevent per machine taxes on automatic vendors insofar as possible.

The 1949 convention and exhibit portrayed many advantages in the vast display hall, in being more convenient to the eastern half of the country, and in the efficient planning and management for which NAMA has gained a reputation. Total exhibitors were reported at 139, a gain over last year, while total attendance may have been off from the 1948 record. Some reports said about 4,300, while the WALL STREET JOURNAL put the total at roundly 5,000 people. The date was November 27-30.

Exhibitors generally made optimistic reports about business done at the convention, and many were especially optimistic about plans for 1950. The number of new machines was below last year but the total array of equipment and of supplies was still very impressive.

Looking ahead, NAMA announced that the 1950 convention would return to the Palmer House, Chicago, November 15-18, thus getting ahead of the two holidays. The board of directors elected J. Bernard Langan, Nik-O-Lok Co., Indianapolis, as vice-president of NAMA; and John T. Pierson, Vendo Co., Kansas City, as secretary.

Following the alphabetical listing of machines as used in the SOURCE BOOK OF THE COIN MACHINE INDUSTRY, a brief review of convention exhibits is given as follows:

Bottled Drink Vendors

Three Firms—Atlas Tool & Manufacturing Co., Bevco and Hydro-Silica Corp.—displayed bottle vendors which were the well-known types of machines made by these firms. Actual displays of bottle machines at the national convention of bottlers in Detroit, shortly before the NAMA convention, had more bottle vendors, but even there the total seemed short of what would be expected at a bottlers' convention.

Book Vendors

Automatic Book Vending Machine Corp., New York, displayed its vendor in this field.

Bulk Vendors

Northwestern Corp. and the newer Oak Manufacturing Co., Inc., displayed complete lines of their well-known bulk vendors. Trend is said to be to penny machines, although nickel models were shown.

Candy Vendors

Eight manufacturers had displays of this type, most of them introduced to the trade previously. Mills Industries, Inc., displayed a new candy machine called **Candy B-A-R Merchandiser**, having eight columns. Alco-Deree also displayed its refrigerated candy machine with new front design and increased cooling capacity. James H. Martin, Chicago, displayed a candy conversion unit for Du-Grenier machines.

National Vendors, Inc., St. Louis, displayed two models of its famous **Merchandiser**, electrically operated, a console unit. It can be used to sell candy and cigarettes in combination, has three-coin mechanisms which provide for selling nickel, dime and quarter items, or at any price combination of these coins.

One or two candy vendor firms had made price reductions on machines.

Cigar Vendors

Cigaromat Corp. and Malkin-Illion Co. represented this field.

Cigarette Vendors

Seven firms had cigarette vendors on display, two of which may be considered new in this field. A & A Co., Inc., Plainfield, N.J., held alphabetical priority on the convention exhibit list, and displayed an electric cigarette vendor. Alkuno & Co. recently introduced a 100-pack vendor which it had on display. Other firms well known in the cigarette field displayed models and the trend seemed to be to manual machines. Champions of electric models report that demand is still high.

National Vendors, Inc., reported the good news that sales of cigarette vendors had increased month by month this year. Its newest model is a 7-column machine which was displayed for the first time at the convention; capacity is 345 packs. Its console merchandiser, for either cigarettes, candy or other products, was part of the display.

Rowe Manufacturing Co., Inc., had its line of **Diplomats**, including the new console models recently announced. Production of console models is being speeded up to meet growing demand but the firm also reports that the standard upright Diplomats are its major product. Eastern Electric displayed its new 10-column electric model recently announced.

One firm announced a price reduction at the convention.

Chocolate Vendors

A comparatively new product for vending is hot chocolate. Claiming particular attention in this field was the **Hot-O-Mat** machine made by Interstate Associates, Los Angeles; this vendor will dispense hot chocolate and hot coffee at nickel or dime, giving customer choice of black coffee or with cream, sugar, etc.

Coffee Vendors

Six manufacturers displaying new machines, or improvements, indicated the activity in this field. Manufacturers are optimistic about the incoming year, say that

(continued on Page 14)



BEST BY TEST MERCURY

Non - Breakable

Plastic Records

AVAILABLE NOW!

Retail Prices **79¢**

48¢ to Phonograph Operators

— ORDER FROM YOUR NEAREST OFFICE —

MERCURY MUSIC SALES--477 Yonge St., Toronto

MERCURY MUSIC SALES--40 Powell St., Vancouver

MERCURY MUSIC SALES--853 Notre Dame St. W. Montreal

SIEGEL DISTRIBUTING CO., LIMITED

EXCLUSIVE WURLITZER DISTRIBUTORS

(Operators! Get your name on our Mailing List)

HEAD OFFICE
477 YONGE STREET
TORONTO, ONT.

FACTORY—NEWMARKET, ONT.
SALES AND SERVICE BRANCHES:
TORONTO, MONTREAL, VANCOUVER

NOTE: Mercury Records, to facilitate handling for their customers across the country, Siegel Distributing Co., Limited, the Mercury Record Dealer for the Dominion have offices in Halifax—St. John—Montreal—Toronto—Winnipeg—Saskatoon—Calgary—Edmonton & Vancouver



Review of the Nama . .

(continued from Page 11)

regular operators and also newcomers are being attracted to this field. Featured as an **Opportunity Vendor** by this magazine for two years, coffee vendors hold high rank for promise in the future. The new field is aided by the fact that hot soups and hot chocolate increase the possibilities.

Interstate Associates is included under coffee vendors since its **Hot-O-Mat** dispenses both coffee and chocolate. Futuramic Machines, Inc., New York, had its entirely new model of hot coffee vendor, called **Koffee King**. Machine was revealed with its new "magic heater" which heats each portion of water just before the coffee is dispensed, thus using no tank. Time cycle is five seconds. Many engineering refinements and conveniences for servicing and repair are offered in this machine. Two of the firms displayed machines using powdered concentrate, while others use a liquid.

Coin Changers

Increased activity is showing in this type of mechanism, chiefly for devices to be installed in machines. Vendo continues to offer its changer for separate operation. Manufacturers of coin changers include the pioneers in making coin mechanisms and also firms that have entered the field of coin changers. Rise of cup and bottle vendors continues to greatly stimulate the use of changers. Penny changers are on the increase; Vendo emphasized its mechanical changers with new models; Stoner Corp. supplies changers for its own machines, reporting that operators are increasing demand for installed changers by as much as 25 per cent.

Chewing Gum Vendors

Wrigley, of course, highlighted the new interest in machines for selling gum by showing of new vending packs of gum for operators; Wrigley was one of five gum firms that increased their offerings of gum to the trade, when only two firms displayed last year. Stick, tab, and ball gum were on display, with Leaf Gum announcing a lower price on ball gum.

The list of bulk vendor firms customarily includes the gum vending machines. However, six firms showing at the convention had gum vendors and chose to be recognized on the official exhibit list by registering as having gum vendors—a good boost for gum vendors indeed. Stick and tab gum vendors are showing real gains.

Cookie Vendors

Statler Manufacturers Corp. again carried the banner by displaying their well-known vendors. The cookie cause was greatly aided by at least three firms that displayed the merchandise; one of these firms recognized the increasing use of cookies in candy vendors by offering appropriate labels.

Cup Beverage Vendors

Displays of machines for dispensing soft drinks in cups made an excellent showing, with the view generally expressed that this type of machine is expanding rapidly. Syrup makers showed great interest and the NAMA Cup Vending Division (for manufacturers) has made good progress in sanitation research.

Nine firms displayed cup machines for soft drinks, some of them new firms in the field. All manufacturers report increasing interest in the field among operators, bottlers and also newcomers in operating. Machine prices on this type of machine have tended to a lower level. Hot-cold combinations and also counter models add to the growing variety and selectivity is also a major feature. Small cup machines are available with capacity of 100 cups.

The prestige of cup vendors was boosted by the fact that at least ten makers of syrups had exhibits, also makers of cups, flavors, etc. Cup dispensing mechanisms were also on display.

Ice Cream Vendors

Displays by seven firms indicated that interest in selling ice cream by machine is growing, even if the total number of machines in use is still not so impressive. Revco had its single and two-flavor machines on display but reported that the two-flavor cup type machine will probably be discontinued since demand has largely been for the single flavor. Badger Vending Machine Co. displayed a cup type machine. **Colsnac**, **Afco** and **Hebel** machines are considered rather new to the field, vending bars or stick. **Craig** and **Arctic** bar vendors were also shown.

Milk Vendors

Reports during 1949 have indicated a rising tide of interest in milk vendors and they are listed as **Opportunity Vendors** by THE REVIEW. Cedar Hill Farms, Cincinnati, leads the parade, displaying its **Dari-Mart** machine. Revco Co. is adapting a bottle vendor to sell milk, and Hydro-Silica displayed a selective machine that will handle milk in cartons and bottles.

Juice Vendors

Juice Bar Corp. exhibited its well-known machine dispensing the small cans of juice. Snively Vending & Sales Co., Inc., offered its machine which vends from a large can of juice into paper cups. Cedar Hill Farms said its milk vendor could also be used to vend juices.

Nylon Vendors

Rowe Manufacturing Co., Inc., listed itself as a manufacturer of nylon vendors.

Popcorn Vendors

Three firms displayed popcorn dispensers, two of them coin controlled. Auto-Vend, Inc., showed a new model and a special box for it. ABC Popcorn Co., Inc., Chicago, had its non-coin dispensers, and H. A. Bruntjen Co., Minneapolis, showed the **Minit-Pop** by Viking. Displays of popcorn supplies were also made.

Postage Stamp Vendors

Northwestern Corp., Morris, Ill., represented this field.

Sandwich Vendors

Timm Industries, Inc., Los Angeles, was scheduled to show its hot sandwich vendor but postponed the display since marketing plans were not completed. Some other firms, such as Alco-Deree suggest some of their models for cold sandwiches.

(continued on Page 15)

Western Hospitality

(continued from Page 3)

One of the most harmonious routes in Western Canada is operated by Sam Portigal in Regina. Sam has locations that he can't get into for several months during the winter. Nevertheless they are well looked after. Each location owner and Sam live in perfect harmony. His business is very well managed with the able guidance of his son Buddy and Mrs. Portigal. Before leaving Regina I was wined and dined at the Portigal home. I was very sorry that I could not see Jack Emery, as he was in Vancouver on a little holiday from business.

My meeting with Walter Wilson, of the Wilson Coin Machine Exchange in Winnipeg, had to be held at Walter's home, owing to the fact that he had just returned from the hospital. I enjoyed the hospitality of Walter and his sister, Mrs. Levine, for several hours. I was very sorry I could not see Mrs. Wilson, one of those charming western women, who is doing a terrific job in operating the business during Walter's recent illness and present convalescence. I want to extend best wishes to Walter's gracious daughter on her approaching marriage. A warm hand of friendship together with a departure gift were among my experiences with Allan Pullmer and his wife Sylvia.

Have you ever been asked at a meeting of the Coin Machine Institutes in Chicago, who is that beautiful Canadian Young Lady? Let me tell you. She is none other than the wife of Marty Morosnick of the Winnipeg Coin Machine, MARION. A more hospitable and charming hostess is very hard to find. A better cook, except my wife, I haven't experienced, and I HAVE BEEN AROUND. Oh, no, not Marion, but the country. What an excellent automobile driver. I better stay away from Winnipeg if I want to keep Marty as my friend, and I SURE DO.

Marty is one of the most aggressive operators in the West. His business is growing very fast and on the road to that pinnacle of success. Good luck, Marty.

I concluded my Western trip by arriving in Sudbury, Ontario, at 1.50 a.m., where I was met at the station by Mr. and Mrs. Earl Macdonald and Mr. and Mrs. Mike Turano, of the Northern Music Company. After partying until 5.10 a.m. we were all ready for a good rest. But no such thing. At 11.30 a.m. the business, and most important part of my visit, started. After a very successful day, during which time I visited with that congenial young fellow, Sam Stamass, my evening was most pleasantly concluded with an elaborate spread at Frank's Club in the company of the Macdonalds and Turanos. I must say that Earl and Mike are two outstanding operators assisted by two real optimistic wives.

Summing up my western trip, all I can say is GOOD LUCK Western Coin Machine Operators. I am looking forward to visiting with you again real soon.

Review of the Nama . .

(continued from Page 14)

Shoeshine Machines

Alco-Deree Co., Chicago, appeared on the official exhibit list as having shoeshine machines for display, but Northwest Engineering, Minneapolis, had the only display of shoeshine machines.

Shaver

Reports of coin controlled electric shavers have been current for many years. A. H. Pitchford Co., Pittsburg, displayed a model which gives eight minutes of service for 25 cents.

Soup Vendors

These vendors may be considered for the time being as offered by manufacturers of hot coffee machines, which may be used to vend soup. The soup idea was enhanced by firms showing soup concentrates for use in vendors.

Letter to the Editor

1405 Peel St.
Montreal, Que.,
18th Jan. 1950

Mr. Eddie Sargent,
Canadian Coin Box,
Owen Sound, Ont.

Dear Mr. Sargent:

Mr. Fine has asked me to write congratulating both yourself and The Coin Box on the excellent response to the last Shooting Gallery ad. we placed in your magazine. We received a flood of orders and enquiries from this ad., not only from operators we already knew, but also from many new operators with whom we had never had the pleasure of doing business.

Mr. Fine feels that the amazing response to this ad. is an excellent indication of the growing influence of the Coin Box among Canadian operators, and its increasing usefulness to advertisers in this field.

Again our congratulations on the splendid job you are doing as Managing Editor of the Coin Box.

Sincerely,

W. MORT.

FOR SALE

20 MODEL 1015 WURLITZERS
3 MODEL 1080 WURLITZERS
3 MODEL 1100 WURLITZERS
5 MODEL 1426 ROCKOLAS (Latest Model)
MAKE ME AN OFFER FOR THE LOT OR ANY PART
OF THEM. ALL ABOVE MACHINES ON LOCATION.

Reid Amusement Machines

L. A. REID

280 Botsford Street

Moncton, N.B.

Two Big Sales Stimulator:

Something New Under the Sun; Now Comes Coin-Operated Cars

CHICAGO, Dec. 31.—Coin meters, playing a steadily increasing role in facilitating purchase of the more expensive household appliances during recent months, this week invaded a brand new field as a sales stimulator. An enterprising automobile dealer attached them to his cars.

With the idea that if television, washing machine, refrigerator and like appliances could be given sales impetus thru use of "pay as you use" coin meter attachments, Max R. Tauber, a local Ford dealer, announced that time-buyers would be offered such a device to take the "sting" out of monthly payments. The meter, mounted in a convenient position on the dashboard, will accept quarters to accumulate the required payment.

How It Works

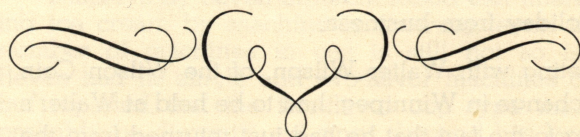
Explaining the car-purchase-via-coin meter plan, Tauber said that each coin deposited permits a certain amount of driving, thus the per-coin payments are not likely to be "forgotten" or ignored. A buzzer sounds for five minutes as warning that the first quarter has paid for its allotted use and that another is required for continued operation of the car. The meter is connected with the car ignition system.

Four-a-Day

Citing a monthly payment of \$30, Tauber said that the meter would be timed for 130 quarters a month, or four a day. The meter will take up to 60 quarters at a time. Special slugs are provided for emergencies when the customer has no quarters to keep the car "coin-operating."

"Biz is Fine for Moe"

Moe Fine tells us his boys are working overtime to fill the flood of orders pouring in for his new Mauser Pistol Shooting Gallery, advertised in this issue. This machine is showing sensational returns everywhere. Operators claim it's the best moneymaker they've ever had. Moe is also working on two new machines to be ready soon, which look like sure-fire attractions



AL SIEGEL

of the Siegel Distributing Co., Limited who has opened up a set of offices for the distributing "Mercury" Records across the Dominion.

Pat Pourri . . .

The Hotel Association show in Toronto, January 17th, 18th and 19th, featured a number of coin operated devices. . . . Outstanding was the exhibit of cigarette machines by Vend-O-Matic Ltd. . . . Their Toronto distributor, Century Products, reports a landslide of inquiries and considerable interest in their 1c attachments which now enables them to sell cigarettes for 35c, 36c, 37c, or 40c. . . . The Vendo Coin Changers were also on display and receiving a lot of attention was Mack Levin's Uneeda Shoe Shine Machines. . . . An interesting preview of a possible new contender in the vending field was a non-working model of a cigarette machine of console type by Mr. Payne of Toronto. . . . As the machine could not be operated, there is not much that can be said at this time. . . . The Deseronto Electronics Limited shortly will have an important announcement to make in connection with the A.B.T. Manufacturing Corporation of Chicago. . . . Frank Lauzon, Donald Fielding's key man in Western Ontario, reports unprecedented increases in pin game receipts. . . . He attributes this to the fact that now that there is a bit of recession, the nickel means something and people are getting their amusement this way. . . . Out of one balls and lots of flipper and bumper action. . . .

The Frawley Hotel Radio, operated by a Brantford firm called the Hotel Radio Corporation, has been doing quite a coin radio business. . . . They carry fire and theft insurance on their machines and give 20% to the hotel location. . . . The coin radios are available in blond or dark furniture. . . .

The 1c hike in the selling price of cigarettes in Ontario came as a "bombshell" to operators and manufacturers of Vend-O-Matic cigarette machines last month, but 12 hours after the announcement was made, the engineers of Vend-O-Matic Ltd. had designed and commenced tooling up the 1c attachment which would handle electrically the 1c coin. . . . The machine now handles 5c, 10c, 25c, and 1c coins. . . . However, one vending operator, Mr. Jas. Seymour of United Distributing in Belleville, set his machine at 40c and placed four pennies in the back of each pack. He states that he can insert four pennies in \$3,000 worth of cigarettes in less than 5 hours a week. . . .

The new A.M.I. phonograph being shown across the border is a beautiful machine having of all things a double sized cash box, this along with a 40 record selection in a competitive field with Seeburg, Wurlitzer and Rockola. . . . It will sell for \$745.00. . . .

Bill Fielding and Ab Clavir in the last report were leaving Calgary for Vancouver. . . . Bill reported by long distance that he was having a very successful trip renewing many old acquaintances and marketing a lot of equipment. . . . Al Siegel, the Mercury Record King of Canada, announced that he has established sales offices at regional points across the Dominion commencing in Halifax right across to Vancouver. . . .

Halifax Seeks Vender OK for City Locations

Prepare Legislation

HALIFAX, N.S., Jan. 7.—The finance and executive committee of Halifax has instructed the city solicitor to prepare legislation that will allow coin-operated vending machines within the city. This will involve rescinding a law passed by the city council about nine years ago banning the vendors. The action had been taken because of pressure on city hall by local retailers of candy, gum, cigarettes, pop, etc. They had demanded the legal ban claiming the vendors were cutting into their business. All the local theatres had installed the machines in their lobbies.

Opposition Voiced

There has been opposition within the city council to rescinding the ban on the ground the small retailers would be affected, but the majority of the members of the finance and executive committee favour the repeal. The mayor asked for a public hearing on the question, but the committee decided to ask the city solicitor to draw up a law permitting operation of vendors, and approving such sales of eats and drinks as the city sanitary regulations will allow.

After the legislation is completed, it will be submitted to the city council for ratification. All the members of the committee are members of the council. There has been a deluge of applications at the city hall for installations of beverage, cigarette, candy and gum vendors.

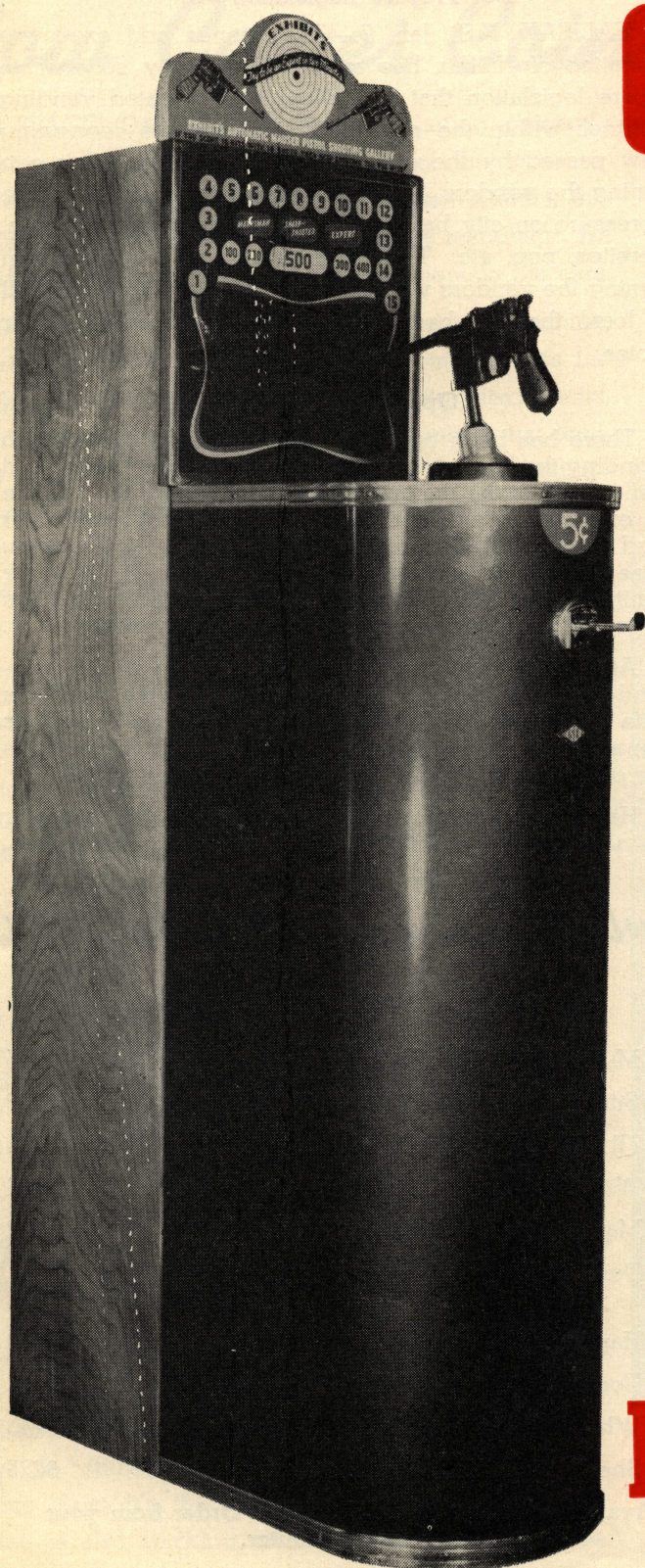
Halifax has been the only centre in the Atlantic provinces that has prohibited the operation of the vendors.

Only "Mercury" Has the Hits on Nonbreakable

- | | |
|---|------|
| 1. Mule Train—Frankie Laine | 5345 |
| 2. Sitting By The Window—Vic Damone | 5343 |
| 3. I'll Dance You—Eddy Howard | 5351 |
| 4. With My Eyes Wide Open—Patti Page | 5344 |
| 5. Master Painter—Richard Hayes | 5342 |
| 6. Don't Do Something To Somebody Else | |
| —Frankie Laine | 5332 |
| 7. Harmonicates Jingle—Harmonicats | 5353 |
| 8. Copper Canyon—Madeline Russell | 5348 |
| 9. Who Shot The Hole In My Sombrero—Rex Allen | 6140 |
| 10. She Wore A Yellow Ribbon—Louis Innes | 6225 |

Available for immediate delivery. Order from your nearest distributor.

YOU DON'T HAVE TO GAMBLE !



Here's a **PROVEN**
Money Maker !

The Electric Mauser Pistol
SHOOTING GALLERY

Brings In Up To

\$90.00 A WEEK NET !

Here are a few of the remarks from
enthusiastic operators who have in-
stalled this sensational machine;

"Has netted me \$90.00 a week since
I got it"

"The best Christmas present I've
ever had"

"The best-paying machine in my
concession. Send me one more right
away"

YOU'RE LOSING MONEY EVERY DAY
YOU-DELAY! WIRE NOW FOR DETAILS

ROXY SPECIALTY

703 Notre Dame W.,

Montreal, P.Q.

Operators!

You can't afford to be without

"COIN BOX MAGAZINE"

It keeps you informed on Current Prices!

You can compare.

It protects you in keeping prices competitive.

Mail Your . . .

SUBSCRIPTION TODAY!

BOX 632

OWEN SOUND, ONTARIO

Coin-Radio Op Biz Helps Two San Jose Juniors Thru College

SAN JOSE, Calif., Dec. 31.—The modern way of working one's way thru college is operating a coin-radio route, according to two students of San Jose State College who are now in their second year in the field.

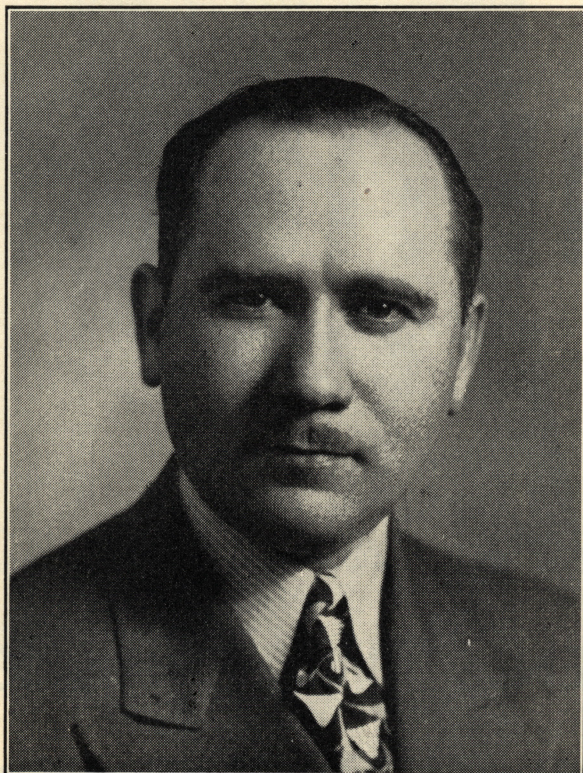
The pair, Al Hooning and Don Wagner, entered the coin machine fraternity quite by accident. Hooning, looking for an interesting subject for a term paper on advanced composition, met a serviceman whose job was to handle collections and repairs in one of San Jose's leading hotels. After a few questions about the coin-radio business, Hooning decided to talk with the head of the operating firm. He continued further research on the trade by interviewing other operators in San Jose and also San Francisco. One operator he contacted had a number of coin-radios for sale in a hotel only three blocks from the campus.

A Firm Is Born

When Hooning returned to his quarters to work on his theme, he told his roommate, Wagner, about the pos-

sibilities of the business. Wagner suggested they combine their finances and buy the machines near by, but this still left them about \$1,700 short of the asking price. With little more than solid reputations as security they approached a local bank for a business loan, which was eventually okayed and the partnership was ready for business.

For the 1949 fiscal year the enterprising juniors netted a profit of approximately 14 per cent on their original investment after deductions for depreciation, car operating expenses and a wage of \$2 per hour. Hooning and Wagner attribute their progress in the coin-radio business to sound merchandising methods. One was a weekly program guide, placed under a thick piece of plate glass affixed to the top of the cabinet. Besides saving the cabinet from cigarette burns, they say, the glass lends a pleasing appearance to their radios. Other little details which have been paying off are the polishing of cabinets following each collection and the soliciting of suggestions from location owners.



ALBERT CLAVIR

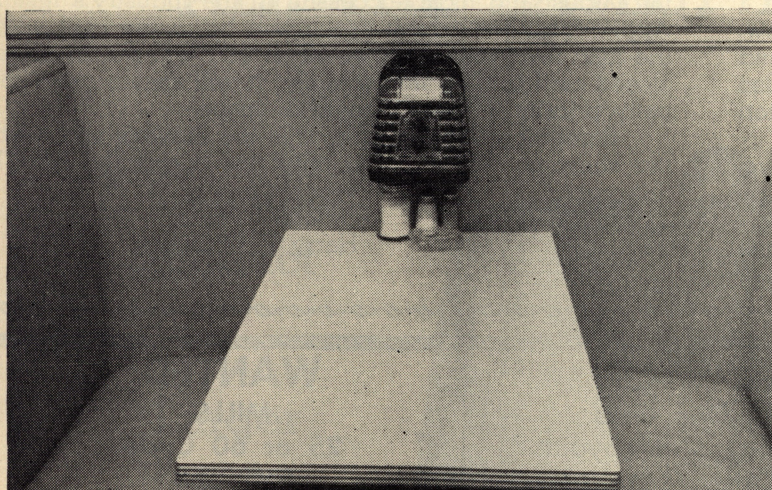
Business Manager of the Toronto Trading Post Limited, who recently returned from Western Canada, contributes an interesting article on "Western Hospitality in this issue.



FOR GREATER PROFITS!!!

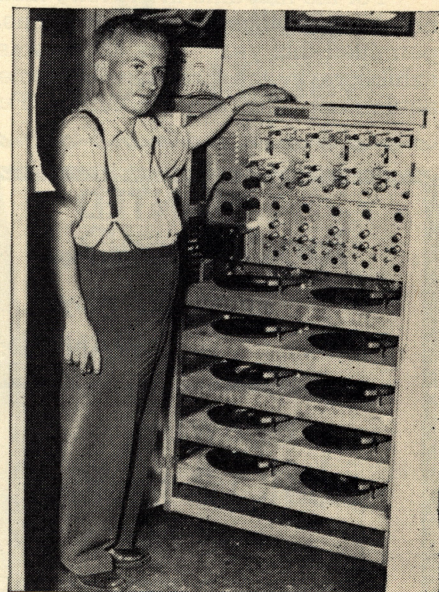
SOLOTONE'S Amazing Achievement

The Individual SELECTIVE Entertainment System



Individual SELECTIVE Coin Boxes

- 4 Radio Stations
- Television if desired
- 10 SELECTIVE recordings (Master Hideaway Unit)



**Greater Profits — Greater Player Appeal
— Greater Customer Satisfaction —**

Marty Morosnick says . . .

Thank you Operators for your enthusiastic reception of our new SELECTIVE Solotone System. From actual tests systems are earning over \$1.00 per day per box. A 15 box location has been earning over \$15.00 per day steadily.

Winnipeg Coin Machines

277 Donald St.

Winnipeg, Man.

Coin Show in Chicago

The 1950 National Coin Machine Show sponsored by Coin Machine Institute will be held June 26, 27 and 28, in Chicago at the Stevens Hotel, the world's largest. The Stevens Hotel was selected this year because of its larger air-conditioned and modern exhibition hall, so that the industry may be efficiently and comfortably accommodated.

The June dates were selected by the operators in a nation wide poll made immediately after the last Show. The operators indicated by a vote of 10 to 1 that the end of June best suited their business needs, while it also permitted them to make the Show part of their vacation plans.

For the first time in the long history of the CMI Shows, no slot machines, one-ball machines or consoles will be permitted this year. This action was taken because many exhibitors in the past have objected to displaying their equipment with slot machines. Further, although these

devices were only a small part of the Show, the press focused attention on this undesirable feature. We know that elimination of the slot machine will result in the kind of favourable national publicity our exhibitors and industry are entitled to.

The large number of inquiries already received indicate that the 1950 National Coin Machine Show will be the largest and most successful in the industry's history. Applications for exhibit space will be in the mail within the next few weeks. However, if you will return the enclosed card to CMI immediately, it will assure your company priority in the allotment of space.

Remember the June Show at the Stevens will be the big show of 1950 and the only one sponsored by CMI this year.

Sincerely yours,
Harry E. Williams,
President

WANTED

1 Pace or Baker
Races 25c Play

WANTED

Old One Balls
Free Play and Payouts
Also Slots

WANTED

MILLS
25 or 60 Cycle
EMPRESS

WANTED: 5 Ball Free Play Tables, Pre War and Post War.

— FOR SALE —

Five or Six Thousand POPULAR USED RECORDS — 10c each

ARCADE EQUIPMENT

1 WESTERN DELUXE BASEBALL, F.P.	\$125.00
1 ROCKOLA TEN PINS, 60 CYCLE	125.00
1 Kirk Blow Ball	85.00

EXHIBIT DALE GUNS, Best Legal Money Maker Machine we have ever had. Write for prices.

CHAMPION HOCKEYS, Rebuilt, better than new — \$225.00

LEGAL COUNTER GAMES, too numerous to mention. Write for prices.

MUSIC: 25 or 60 Cycle

A.M.I. Top Flights
Mills Thrones Streamliners
Singing Towers

ROCKOLAS

Luxury Light-ups
Standard
Windsors

WURLITZER

700	Victory
1015	24 C
1100	Colonial

REMEMBER WE WILL NOT BE UNDERSOLD
FRANK KIRKE NOVELTY

241 KING STREET EAST

Waverley 4077

TORONTO, ONTARIO

Announcing—

THE NEW **SEHL** COIN BOX
ALL THE LATEST IMPROVEMENTS
Features . . .

A Canadian
Product

Larger
Returns

Sits Neatly
on the wall
Less Space
For
Application



More For
Your Money

Cheat Proof

Always
Neat & Clean

Reasonably
Priced

THE WALL BOX WITH PRIDE OF OWNERSHIP

Manufactured by

SEHL ENGINEERING COMPANY

136 OTTAWA STREET

KITCHENER, ONTARIO

Distributed by

TORONTO TRADING POST, 736-8 Yonge St., Toronto, Ont.

BALDWIN DISTRIBUTING CO., LTD., 620 King St. W., Toronto, Ont.

DONALD FIELDING COMPANY, 587 Bank St., Ottawa, Ont.

G. H. MARTIN LIMITED, 193 Hastings St., Vancouver, B.C.

AMUSEMENT COIN MACHINE CO., 10221 - 95th St., Edmonton, Alberta

WINNIPEG COIN MACHINES, 277 Donald St., Winnipeg, Man.

Toronto Trading Post Ltd.

is fully prepared to give you

FASTER ACTION

and

MECHANICAL RELIABILITY

on all merchandise purchased from us during the coming months. We do not have to give you a **Build-Up** on the fairness of our prices. Past performance assures you with the **confidence** necessary to trade at the T.T.P.*

*Operator's sign of FAIR DEALING.

Completely Rebuilt Wurlitzer Hideaways in new cabinets, all worn out parts replaced.
Buy this machine with confidence.

All Model Juke Boxes for Sale at REASONABLE PRICES
Completely Overhauled.

Jacobs Tone Arms for Wurlitzer Juke Boxes at \$17.95

Jacobs Needles, individual carded \$8.15 doz.

If you return this page with your order you can try all the pingame time clocks you want at \$1.50 each. Offer good for 15 days only.

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